

Electronic Shopping and Mail-Order Houses: 2002

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2002 Economic Census

Retail Trade

Industry Series



U S C E N S U S B U R E A U

Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU



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-- Not applicable for this report.

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business	Estab- lishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of sales—	
							From admini- strative records ¹	Estimated ²
4541	Electronic shopping and mail-order houses	15 933	121 415 973	8 990 697	2 267 347	268 325	5.6	7.0
45411	Electronic shopping and mail-order houses	15 933	121 415 973	8 990 697	2 267 347	268 325	5.6	7.0
454111	Electronic shopping	5 579	D	D	D	l	D	D
454112	Electronic auctions	93	D	D	D	h	D	D
454113	Mail-order houses	10 261	95 343 430	6 698 089	1 678 772	211 884	5.5	8.0

¹Includes sales information obtained from administrative records of other federal agencies.

²Includes sales information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

1997 NAICS code	Kind of business	Establishments (number)	Sales (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
4541	Electronic shopping and mail-order houses 2002.. 1997..	15 933 10 013	121 415 973 '69 031 813	8 990 697 5 743 431	268 325 218 406
45411	Electronic shopping and mail-order houses 2002.. 1997..	15 933 10 013	121 415 973 '69 031 813	8 990 697 5 743 431	268 325 218 406

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 3. Product Lines by Kind of Business for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
4541		Electronic shopping and mail-order houses	15 933	X	121 415 973	X	100.0	65.1
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	1 448	6 796 993	1 852 505	27.3	1.5	46.8
	20108	Bottled, canned, or packaged soft drinks	264	448 739	52 583	11.7	Z	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	1 378	6 744 940	1 797 437	26.6	1.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	344	609 846	26 653	4.4	Z	X
	20140	Packaged liquor, wine, & beer	406	642 015	219 516	34.2	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	284	1 002 463	443 961	44.3	.4	X
	20160	Drugs, health aids, beauty aids, including cosmetics	2 619	40 040 988	28 493 827	71.2	23.5	55.3
	20161	Prescriptions	331	22 438 466	20 676 407	92.1	17.0	X
	20162	Nonprescription medicines	421	2 333 045	290 500	12.5	.2	X
	20163	Vitamins, minerals, & other dietary supplements	1 060	10 743 885	4 208 288	39.2	3.5	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	527	5 594 445	2 195 287	39.2	1.8	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	592	9 304 825	891 434	9.6	.7	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	530	2 326 224	159 588	6.9	.1	X
	20167	Hearing aids & supplies	71	1 550 164	72 323	4.7	.1	X
	20180	Soaps, detergents, & household cleaners	654	1 089 168	76 793	7.1	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	561	1 424 759	737 464	51.8	.6	X
	20200	Men's wear	1 174	17 270 400	2 335 418	13.5	1.9	X
	20220	Women's, juniors', & misses' wear	1 427	25 413 613	8 982 561	35.3	7.4	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	646	10 666 318	971 452	9.1	.8	X
	20260	Footwear, including accessories	974	15 819 347	1 919 083	12.1	1.6	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	683	2 205 290	218 158	9.9	.2	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	555	11 192 505	1 393 921	12.5	1.1	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	367	5 367 271	565 697	10.5	.5	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	401	6 342 809	586 510	9.2	.5	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	767	14 951 069	2 855 705	19.1	2.4	56.4
	20321	Televisions	332	5 453 618	428 012	7.8	.4	X
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices	601	14 069 200	2 427 693	17.3	2.0	X
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	1 729	19 830 050	2 659 126	13.4	2.2	57.4
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	711	14 663 622	1 151 609	7.9	.9	X
	20335	Records, tapes, audio tape books, & compact discs	1 117	10 268 954	985 720	9.6	.8	X
	20337	Musical instruments, sheet music, & related items	447	3 376 194	521 797	15.5	.4	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	888	15 953 176	2 290 491	14.4	1.9	X
	20360	Flooring & floor coverings	255	5 585 772	406 505	7.3	.3	X
	20370	Computer hardware, software, & supplies, including computer game software	1 356	35 313 007	21 251 981	60.2	17.5	49.5
	20375	Computer & peripheral equipment	932	32 062 983	19 343 391	60.3	15.9	X
	20376	Prepackaged (off-the-shelf) computer software	671	18 350 506	1 908 590	10.4	1.6	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	1 711	29 960 786	5 596 931	18.7	4.6	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	1 699	17 403 441	4 831 586	27.8	4.0	X
	20420	Books	1 944	13 169 409	4 153 936	31.5	3.4	X
	20440	Photographic equipment & supplies	215	4 292 698	326 285	7.6	.3	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	1 620	15 215 454	2 652 648	17.4	2.2	51.7
	20461	Toys, including wheel goods	1 148	9 835 590	1 650 654	16.8	1.4	X
	20462	Games, including video & electronic games	325	6 337 199	353 166	5.6	.3	X
	20463	Hobby goods	568	4 331 029	648 828	15.0	.5	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	243	2 339 408	82 390	3.5	.1	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	1 323	12 214 935	3 910 948	32.0	3.2	42.7
	20519	Boats, motors, parts & accessories	246	1 365 078	336 139	24.6	.3	X
	20522	All other sporting goods, including bicycles, snowmobiles, go-carts, parts & accessories, etc.	1 125	11 877 287	3 574 809	30.1	2.9	X
	20580	Recreational vehicles, including camping trailers, travel trailers, truck campers, motor homes, van conversions, parts & accessories	10	61 670	1 588	2.6	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	436	5 292 803	765 535	14.5	.6	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	1 091	8 462 793	1 491 674	17.6	1.2	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
4541		Electronic shopping and mail-order houses—Con.						
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed	77	246 285	65 990	26.8	.1	X
	20670	Paint & sundries	45	40 302	7 471	18.5	Z	X
	20690	Wallpaper & other flexible wallcoverings	24	18 156	10 005	55.1	Z	X
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002	204	573 338	552 827	96.4	.5	X
	20720	Automotive fuels	16	28 431	1 182	4.2	Z	X
	20730	Automotive lubricants, including oil, greases, etc.	89	102 509	6 289	6.1	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	1 288	5 332 318	2 515 077	47.2	2.1	X
	20780	Household fuels, including oil, LP gas, wood, coal	11	21 157	3 227	15.3	Z	X
	20800	Pets, pet foods, & pet supplies	337	3 842 471	573 900	14.9	.5	X
	20850	All other merchandise	4 861	33 789 446	12 792 435	37.9	10.5	59.1
	20851	Stationery products, including stationery, tablets, pads, & related products	546	6 504 742	1 212 829	18.6	1.0	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	282	4 810 272	1 065 387	22.1	.9	X
	20853	Office & school supplies	579	7 797 227	1 802 599	23.1	1.5	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	506	7 870 861	616 365	7.8	.5	X
	20855	Greeting cards	507	829 063	91 064	11.0	.1	X
	20856	Magazines & newspapers	463	3 532 458	494 645	14.0	.4	X
	20859	Luggage & leather goods	320	5 324 482	275 122	5.2	.2	X
	20861	Antiques, items over 100 years old	339	210 224	95 742	45.5	.1	X
	20862	Collectibles, including items which are old, but less than 100 years old, & limited in supply	1 524	7 977 787	1 924 575	24.1	1.6	X
	20863	Art goods, including original pictures & sculptures	732	2 172 011	231 239	10.6	.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	1 022	4 076 127	1 350 222	33.1	1.1	X
	20879	Artificial/silk flowers, plants, & trees	273	165 566	11 374	6.9	Z	X
	20883	All other merchandise	371	4 943 949	3 621 272	73.2	3.0	X
	29810	All other merchandise	824	9 451 130	572 311	6.1	.5	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	1 395	21 123 601	2 214 411	10.5	1.8	35.2
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others	36	33 861	13 597	40.2	Z	X
	29967	All other nonmerchandise receipts	1 359	21 074 424	2 198 604	10.4	1.8	X
45411		Electronic shopping and mail-order houses	15 933	X	121 415 973	X	100.0	65.1
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	1 448	6 796 993	1 852 505	27.3	1.5	46.8
	20108	Bottled, canned, or packaged soft drinks	264	448 739	52 583	11.7	Z	X
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	1 378	6 744 940	1 797 437	26.6	1.5	X
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	344	609 846	26 653	4.4	Z	X
	20140	Packaged liquor, wine, & beer	406	642 015	219 516	34.2	.2	X
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	284	1 002 463	443 961	44.3	.4	X
	20160	Drugs, health aids, beauty aids, including cosmetics	2 619	40 040 988	28 493 827	71.2	23.5	55.3
	20161	Prescriptions	331	22 438 466	20 676 407	92.1	17.0	X
	20162	Nonprescription medicines	421	2 333 045	290 500	12.5	.2	X
	20163	Vitamins, minerals, & other dietary supplements	1 060	10 743 885	4 208 288	39.2	3.5	X
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	527	5 594 445	2 195 287	39.2	1.8	X
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	592	9 304 825	891 434	9.6	.7	X
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	530	2 326 224	159 588	6.9	.1	X
	20167	Hearing aids & supplies	71	1 550 164	72 323	4.7	.1	X
	20180	Soaps, detergents, & household cleaners	654	1 089 168	76 793	7.1	.1	X
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	561	1 424 759	737 464	51.8	.6	X
	20200	Men's wear	1 174	17 270 400	2 335 418	13.5	1.9	X
	20220	Women's, juniors', & misses' wear	1 427	25 413 613	8 982 561	35.3	7.4	X
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	646	10 666 318	971 452	9.1	.8	X
	20260	Footwear, including accessories	974	15 819 347	1 919 083	12.1	1.6	X
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	683	2 205 290	218 158	9.9	.2	X
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	555	11 192 505	1 393 921	12.5	1.1	X
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	367	5 367 271	565 697	10.5	.5	X
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	401	6 342 809	586 510	9.2	.5	X
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	767	14 951 069	2 855 705	19.1	2.4	56.4
	20321	Televisions	332	5 453 618	428 012	7.8	.4	X
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices	601	14 069 200	2 427 693	17.3	2.0	X

See footnotes at end of table.

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45411		Electronic shopping and mail-order houses—Con.						
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	1 729	19 830 050	2 659 126	13.4	2.2	57.4
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	711	14 663 622	1 151 609	7.9	.9	X
	20335	Records, tapes, audio tape books, & compact discs	1 117	10 268 954	985 720	9.6	.8	X
	20337	Musical instruments, sheet music, & related items	447	3 376 194	521 797	15.5	.4	X
	20340	Furniture, sleep equipment & outdoor/patio furniture	888	15 953 176	2 290 491	14.4	1.9	X
	20360	Flooring & floor coverings	255	5 585 772	406 505	7.3	.3	X
	20370	Computer hardware, software, & supplies, including computer game software	1 356	35 313 007	21 251 981	60.2	17.5	49.5
	20375	Computer & peripheral equipment	932	32 062 983	19 343 391	60.3	15.9	X
	20376	Prepackaged (off-the-shelf) computer software	671	18 350 506	1 908 590	10.4	1.6	X
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc	1 711	29 960 786	5 596 931	18.7	4.6	X
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	1 699	17 403 441	4 831 586	27.8	4.0	X
	20420	Books	1 944	13 169 409	4 153 936	31.5	3.4	X
	20440	Photographic equipment & supplies	215	4 292 698	326 285	7.6	.3	X
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	1 620	15 215 454	2 652 648	17.4	2.2	51.7
	20461	Toys, including wheel goods	1 148	9 835 590	1 650 654	16.8	1.4	X
	20462	Games, including video & electronic games	325	6 337 199	353 166	5.6	.3	X
	20463	Hobby goods	568	4 331 029	648 828	15.0	.5	X
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc.	243	2 339 408	82 390	3.5	.1	X
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	1 323	12 214 935	3 910 948	32.0	3.2	42.7
	20519	Boats, motors, parts & accessories	246	1 365 078	336 139	24.6	.3	X
	20522	All other sporting goods, including bicycles, snowmobiles, go-carts, parts & accessories, etc.	1 125	11 877 287	3 574 809	30.1	2.9	X
	20580	Recreational vehicles, including camping trailers, travel trailers, truck campers, motor homes, van conversions, parts & accessories	10	61 670	1 588	2.6	Z	X
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	436	5 292 803	765 535	14.5	.6	X
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	1 091	8 462 793	1 491 674	17.6	1.2	X
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed	77	246 285	65 990	26.8	.1	X
	20670	Paint & sundries	45	40 302	7 471	18.5	Z	X
	20690	Wallpaper & other flexible wallcoverings	24	18 156	10 005	55.1	Z	X
	20700	Autos, cars, vans, trucks, motorcycles, motor bikes & oth powered transportation vehicles, incl all outright sls plus fair sls value of all motor vehicles marketed under leases negotiated in 2002	204	573 338	552 827	96.4	.5	X
	20720	Automotive fuels	16	28 431	1 182	4.2	Z	X
	20730	Automotive lubricants, including oil, greases, etc.	89	102 509	6 289	6.1	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	1 288	5 332 318	2 515 077	47.2	2.1	X
	20780	Household fuels, including oil, LP gas, wood, coal	11	21 157	3 227	15.3	Z	X
	20800	Pets, pet foods, & pet supplies	337	3 842 471	573 900	14.9	.5	X
	20850	All other merchandise	4 861	33 789 446	12 792 435	37.9	10.5	59.1
	20851	Stationery products, including stationery, tablets, pads, & related products	546	6 504 742	1 212 829	18.6	1.0	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	282	4 810 272	1 065 387	22.1	.9	X
	20853	Office & school supplies	579	7 797 227	1 802 599	23.1	1.5	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	506	7 870 861	616 365	7.8	.5	X
	20855	Greeting cards	507	829 063	91 064	11.0	.1	X
	20856	Magazines & newspapers	463	3 532 458	494 645	14.0	.4	X
	20859	Luggage & leather goods	320	5 324 482	275 122	5.2	.2	X
	20861	Antiques, items over 100 years old	339	210 224	95 742	45.5	.1	X
	20862	Collectibles, including items which are old, but less than 100 years old, & limited in supply	1 524	7 977 787	1 924 575	24.1	1.6	X
	20863	Art goods, including original pictures & sculptures	732	2 172 011	231 239	10.6	.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	1 022	4 076 127	1 350 222	33.1	1.1	X
	20879	Artificial/silk flowers, plants, & trees	273	165 566	11 374	6.9	Z	X
	20883	All other merchandise	371	4 943 949	3 621 272	73.2	3.0	X
	29810	All other merchandise	824	9 451 130	572 311	6.1	.5	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	1 395	21 123 601	2 214 411	10.5	1.8	35.2
	29913	Receipts from coin-operated amusement machines, excluding receipts from coin-operated machines operated by others	36	33 861	13 597	40.2	Z	X
	29967	All other nonmerchandise receipts	1 359	21 074 424	2 198 604	10.4	1.8	X
454111		Electronic shopping	5 579	X	D	X	D	D
454112		Electronic auctions	93	X	D	X	D	D
454113		Mail-order houses	10 261	X	95 343 430	X	100.0	63.7

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales				Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—			
						Estab- lishments with the product line	All estab- lishments ¹		
454113		Mail-order houses—Con.							
	20100	Groceries & other food items for human consumption off the premises, including bottled, canned, or packaged soft drinks; candy; gum; packaged snacks; etc.	1 025	4 573 439	1 433 546	31.3	1.5	47.9	
	20108	Bottled, canned, or packaged soft drinks	188	58 147	23 840	41.0	Z	X	
	20113	All other foods, including dry groceries, canned & bottled foods, candy, packaged snacks, bakery products, etc.	968	4 524 219	1 407 221	31.1	1.5	X	
	20120	Meals, unpackaged snacks, sandwiches, ice cream & yogurt, bakery items & nonalcoholic beverages generally served for immediate consumption	305	236 956	16 807	7.1	Z	X	
	20140	Packaged liquor, wine, & beer	276	421 108	186 167	44.2	.2	X	
	20150	Cigars, cigarettes, tobacco, & smokers' accessories, excluding sales from vending machines operated by others	123	661 018	377 896	57.2	.4	X	
	20160	Drugs, health aids, beauty aids, including cosmetics	2 051	34 988 716	26 560 328	75.9	27.9	53.0	
	20161	Prescriptions	252	20 549 928	19 590 098	95.3	20.5	X	
	20162	Nonprescription medicines	338	1 343 544	243 789	18.1	.3	X	
	20163	Vitamins, minerals, & other dietary supplements	776	8 307 630	3 699 039	44.5	3.9	X	
	20164	Health aids, incl first-aid products; foot prod; prescription access; eye/ contact lens care prod; convalescent aids; ortho equip, exc shoes; medical, surgical, or dental supplies; & artificial limbs	430	5 332 256	2 172 457	40.7	2.3	X	
	20165	Cosmetics, including face cream, make-up, perfumes & colognes, etc.	404	6 672 494	706 164	10.6	.7	X	
	20166	Other hygiene needs, including deodorants; hair & shaving products; oral, feminine, & baby hygiene needs; hand products; etc.	314	792 924	76 507	9.6	.1	X	
	20167	Hearing aids & supplies	46	1 522 045	72 274	4.7	.1	X	
	20180	Soaps, detergents, & household cleaners	409	743 534	56 110	7.5	.1	X	
	20190	Paper & related products, including paper towels, toilet tissue, wraps, bags, foils, etc.	361	1 101 859	723 694	65.7	.8	X	
	20200	Men's wear	790	14 443 200	2 068 545	14.3	2.2	X	
	20220	Women's, juniors', & misses' wear	981	21 566 016	8 069 551	37.4	8.5	X	
	20240	Children's wear, including boys' (sizes 2 to 7 & 8 to 20), girls' (sizes 4 to 6x & 7 to 14), & infants' & toddlers' clothing & accessories	409	8 488 275	699 500	8.2	.7	X	
	20260	Footwear, including accessories	703	12 958 840	1 708 840	13.2	1.8	X	
	20270	Sewing, knitting materials & supplies, needlework goods, including fabrics, patterns, sewing supplies, notions, yarns, laces, trimmings, needlework kits, etc.	592	2 140 594	196 438	9.2	.2	X	
	20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	416	8 900 078	1 233 492	13.9	1.3	X	
	20300	Major household appl, incl vacuum cleaners, sewing machines, refrigerators, freezers, dehumidifiers, room air-conditioners, dishwashers, ranges, microwaves, washers & dryers, outdoor gas grills, etc.	221	2 302 480	260 803	11.3	.3	X	
	20310	Small electric appliances, including mixers; blenders; can openers; toasters; coffee makers; fry pans; & personal care appliances, such as hair dryers, curling irons, shavers, etc.	246	2 899 387	281 240	9.7	.3	X	
	20320	Televisions, video recorders, video cameras, video tapes, DVDs, etc., including electronic game/DVD combination devices, parts, & accessories	478	5 429 827	1 022 413	18.8	1.1	46.8	
	20321	Televisions	234	1 838 232	218 326	11.9	.2	X	
	20324	Video recorders, cameras, tapes, DVDs, & electronic game/DVD combination devices	366	4 606 550	804 087	17.5	.8	X	
	20330	Audio equipment, musical instruments, radios, stereos, compact discs, records, tapes, audio tape books, sheet music, accessories	1 152	9 780 742	1 462 985	15.0	1.5	50.8	
	20331	Audio equipment, components, parts, accessories, including radios, stereos, tape recorders & players, compact disc players, & other sound reinforcement and recording equipment	372	8 306 913	603 021	7.3	.6	X	
	20335	Records, tapes, audio tape books, & compact discs	787	1 742 330	383 004	22.0	.4	X	
	20337	Musical instruments, sheet music, & related items	401	1 970 672	476 960	24.2	.5	X	
	20340	Furniture, sleep equipment & outdoor/patio furniture	597	11 151 579	1 827 564	16.4	1.9	X	
	20360	Flooring & floor coverings	196	4 548 912	360 623	7.9	.4	X	
	20370	Computer hardware, software, & supplies, including computer game software	577	22 671 792	16 130 557	71.1	16.9	48.7	
	20375	Computer & peripheral equipment	301	19 779 781	15 256 475	77.1	16.0	X	
	20376	Prepackaged (off-the-shelf) computer software	357	8 424 667	874 082	10.4	.9	X	
	20380	Kitchenware & home furn, incl cookware, cooking access, dinnerware, glassware, giftware, decorative access & lighting, clocks, mirrors, closet & bathroom access, outdoor charcoal grills, planters, etc.	1 119	21 459 411	4 616 849	21.5	4.8	X	
	20400	Jewelry, including watches, watch attachments, novelty jewelry, etc.	914	13 116 748	3 804 962	29.0	4.0	X	
	20420	Books	1 462	6 967 894	2 446 872	35.1	2.6	X	
	20440	Photographic equipment & supplies	138	2 161 851	226 174	10.5	.2	X	
	20460	Toys, hobby goods, & games, including stuffed animals, video & electronic games, electronic game devices, & wheel goods, except bicycles	1 089	9 861 813	1 832 821	18.6	1.9	50.3	
	20461	Toys, including wheel goods	763	7 047 091	1 317 700	18.7	1.4	X	
	20462	Games, including video & electronic games	117	1 812 035	66 053	3.6	.1	X	
	20463	Hobby goods	366	2 451 622	449 068	18.3	.5	X	
	20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc. ...	134	2 015 722	55 343	2.7	.1	X	
	20500	Sporting goods, including saddlery, boats, personal watercraft, snowmobiles, all-terrain vehicles (ATVs), golf cars, & other motorized sport vehicles, bicycles, parts & accessories, etc.	792	8 281 313	3 018 548	36.5	3.2	45.1	
	20519	Boats, motors, parts & accessories	182	809 770	245 704	30.3	.3	X	
	20522	All other sporting goods, including bicycles, snowmobiles, go-carts, parts & accessories, etc.	652	8 023 389	2 772 844	34.6	2.9	X	
	20600	Hardware, tools, & plumbing & electrical supplies, including ceiling fans & light fixtures	297	3 186 713	643 209	20.2	.7	X	
	20620	Lawn, garden, & farm equipment & supplies; cut flowers; plants & shrubs; fertilizers; animal feed, other than for pets; etc.	589	6 683 724	883 360	13.2	.9	X	
	20640	Dimensional lumber & other building/structural materials & supplies, including heating stoves & prefabricated fireplaces; spas, hot tubs, & saunas; stock kitchen & bathroom cabinets to be installed	58	209 441	49 156	23.5	.1	X	

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line sales			Response coverage ² (percent)
			Number	Total sales (\$1,000)	Amount ¹ (\$1,000)	As percent of total sales of—		
						Estab- lishments with the product line	All estab- lishments ¹	
454113		Mail-order houses—Con.						
	20670	Paint & sundries	12	14 257	3 024	21.2	Z	X
	20720	Automotive fuels	10	21 602	864	4.0	Z	X
	20730	Automotive lubricants, including oil, greases, etc.	57	33 267	2 160	6.5	Z	X
	20740	Automotive tires, tubes, batteries, parts, accessories	992	4 835 916	2 309 856	47.8	2.4	X
	20800	Pets, pet foods, & pet supplies	228	2 322 349	460 331	19.8	.5	X
	20850	All other merchandise	3 251	23 993 548	8 306 156	34.6	8.7	60.2
	20851	Stationery products, including stationery, tablets, pads, & related products	444	4 662 857	861 312	18.5	.9	X
	20852	Office paper, including computer printer, copier, fax, & typewriter cut sheet paper	235	2 328 782	665 304	28.6	.7	X
	20853	Office & school supplies	456	4 878 305	1 532 305	31.4	1.6	X
	20854	Office equipment, including fax machines, dictaphones, copying machines, calculating machines, etc.	338	4 604 267	356 058	7.7	.4	X
	20855	Greeting cards	285	692 272	77 577	11.2	.1	X
	20856	Magazines & newspapers	359	3 416 326	469 120	13.7	.5	X
	20859	Luggage & leather goods	250	5 045 635	245 749	4.9	.3	X
	20861	Antiques, items over 100 years old	140	104 434	29 148	27.9	Z	X
	20862	Collectibles, including items which are old, but less than 100 years old, & limited in supply	1 100	7 171 822	1 851 228	25.8	1.9	X
	20863	Art goods, including original pictures & sculptures	535	1 788 743	186 066	10.4	.2	X
	20877	Souvenirs & novelty items, including fruit & gourmet food baskets & pre-filled balloons	565	3 123 885	1 229 724	39.4	1.3	X
	20879	Artificial/silk flowers, plants, & trees	60	86 843	7 605	8.8	Z	X
	20883	All other merchandise	208	1 727 732	794 960	46.0	.8	X
	29810	All other merchandise	552	6 601 206	407 157	6.2	.4	X
	29900	All nonmerch rcpts, incl all rcpts from customers for parts installed in repair & charges for dely, repair, maint, storage, installation, on-site const, rental/lease of tools/equip & oth svc provided	815	14 687 614	1 590 848	10.8	1.7	X

¹Product line sales and/or product line percents may not sum to totals due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Sales of establishments reporting product line sales as percent of total sales.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table]

2002 NAICS code	Kind of business and largest firms based on sales	Establishments (number)	Sales		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
4541	Electronic shopping and mail-order houses						
	All firms	15 933	121 415 973	100.0	8 990 697	2 267 347	268 325
	4 largest firms	27	23 075 814	19.0	668 595	169 687	18 685
	8 largest firms	169	36 129 334	29.8	1 320 569	350 551	33 655
	20 largest firms	332	53 668 862	44.2	2 618 399	708 944	61 973
	50 largest firms	449	70 305 096	57.9	3 491 512	928 180	88 663
45411	Electronic shopping and mail-order houses						
	All firms	15 933	121 415 973	100.0	8 990 697	2 267 347	268 325
	4 largest firms	27	23 075 814	19.0	668 595	169 687	18 685
	8 largest firms	169	36 129 334	29.8	1 320 569	350 551	33 655
	20 largest firms	332	53 668 862	44.2	2 618 399	708 944	61 973
	50 largest firms	449	70 305 096	57.9	3 491 512	928 180	88 663
454111	Electronic shopping						
	All firms	5 579	D	D	D	D	I
	4 largest firms	15	D	D	D	D	g
	8 largest firms	22	D	D	D	D	i
	20 largest firms	74	D	D	D	D	j
	50 largest firms	115	D	D	D	D	j
454112	Electronic auctions						
	All firms	93	D	D	D	D	h
	4 largest firms	9	D	D	D	D	h
	8 largest firms	14	D	D	D	D	h
	20 largest firms	26	D	D	D	D	h
	50 largest firms	56	D	D	D	D	h
454113	Mail-order houses						
	All firms	10 261	95 343 430	100.0	6 698 089	1 678 772	211 884
	4 largest firms	45	21 969 634	23.0	539 417	134 852	16 684
	8 largest firms	158	32 703 077	34.3	1 095 000	294 703	30 826
	20 largest firms	312	47 192 541	49.5	2 004 671	525 073	57 422
	50 largest firms	381	60 662 954	63.6	2 871 735	742 595	85 679

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.